

CANADIAN MOVING PICTURE DIGEST

Vol. 23, No. 6

TORONTO 2, CANADA

June 6th, 1931



**YOU CAN
ANSWER
THIS
QUESTION
BLINDFOLDED**

(See Inside Cover)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



"WHICH is the ONLY PICTURE that could do business like this?"

(and these are just a few of many box-office reports)

AKRON	Excellent
CANTON	Excellent
COLUMBUS	Fine
DAYTON	Excellent
PHILADELPHIA	Excellent
RICHMOND	Great
GAINESVILLE, GA.	
ROME, GA.	Beat BEN HUR
VERO BEACH, FLA.	Biggest gross in history of the town
TULSA	Two big weeks!
OKLAHOMA CITY	Remarkable
HAMILTON, ONT.	Excellent

AUGUSTA, GA.	Excellent
HARRISBURG	Excellent
PROVIDENCE	Excellent
LOCKPORT, N.Y.	Broke all time house record
READING	Excellent
ROCHESTER	Excellent
SYRACUSE	Excellent
ALBANY	Excellent
BALTIMORE	Excellent
BUFFALO	Exceptional
HARTFORD	Excellent
NORFOLK	Highest business in house this year
YOUNGSTOWN	Excellent
BINGHAMTON	Broke all records by \$2000

LITTLE ROCK	Excellent
ATLANTA	Excellent
TUSKALOOSA, ALA.	Excellent
NEW ORLEANS	Marvelous
MONROE, LA.	Double normal business
HOUSTON	Broke four year record
CHATTANOOGA	Great
GRIFFIN, GA.	Excellent
DOUGLAS, GA.	Excellent
BUFORD, GA.	Swell
TAMPA, FLA.	Best this season
AUBURN, ALA.	Excellent
NASHVILLE, TENN.	Broke all records
MERIDIAN, MISS.	Twice normal business

Certainly it's "TRADER HORN, I love you!"
The Theme Song of **METRO-GOLDWYN-MAYER**



THE OLD
FIGHTIN'
COCK WILL
NOT LET ANY
STUDIO BEG,
BORROW OR
STEAL HIS
STARS!

CONSTANCE BENNETT—(4)—beginning with "Common Law"

ANN HARDING—(4)—beginning with "Devotion" (temporary title)

HELEN TWELVETREES—(4)—beginning with "A Woman of Experience"

INA CLAIRE—in "Rebound"

BILL BOYD—(4)—beginning with "The Iron Chalice"

EDDIE QUILLAN—(4)—beginning with "Sweepstakes"

And the

GREATEST LINE-UP OF SHORT SUBJECT STARS IN THE INDUSTRY!

*I repeat what I said in our announcement for
'31-'32: RKO Pathe stars stay on the lot—and
you can get the lot only from RKO PATHE.*



NED E. DEPINET
Vice-President and
General Sales Manager

NOTICE

TO THE TRADE!

Exhibitors throughout the United States made money in playing Columbia pictures. There isn't a showman who can honestly say that he hasn't done far better with Columbia than any other product. And Mr. Exhibitor we can promise you that the future is as bright for those wise exhibitors who continue to follow the path of prosperity with Columbia. This is ONE company that has never disappointed you with stars, directors or stories.

•

***LET PAST PERFORMANCES
GUIDE YOU***

Joseph Plunkett, Head of RKO Theatres, reports Optimism British Keynote,
and Opposition to Double Feature Bills

Canadian Moving Picture DIGEST

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly

Telephone: Trinity 1481

Cable: Ontocanada

Published by Canadian
Moving Picture Digest
Company, Limited

259 Spadina Ave. - Toronto

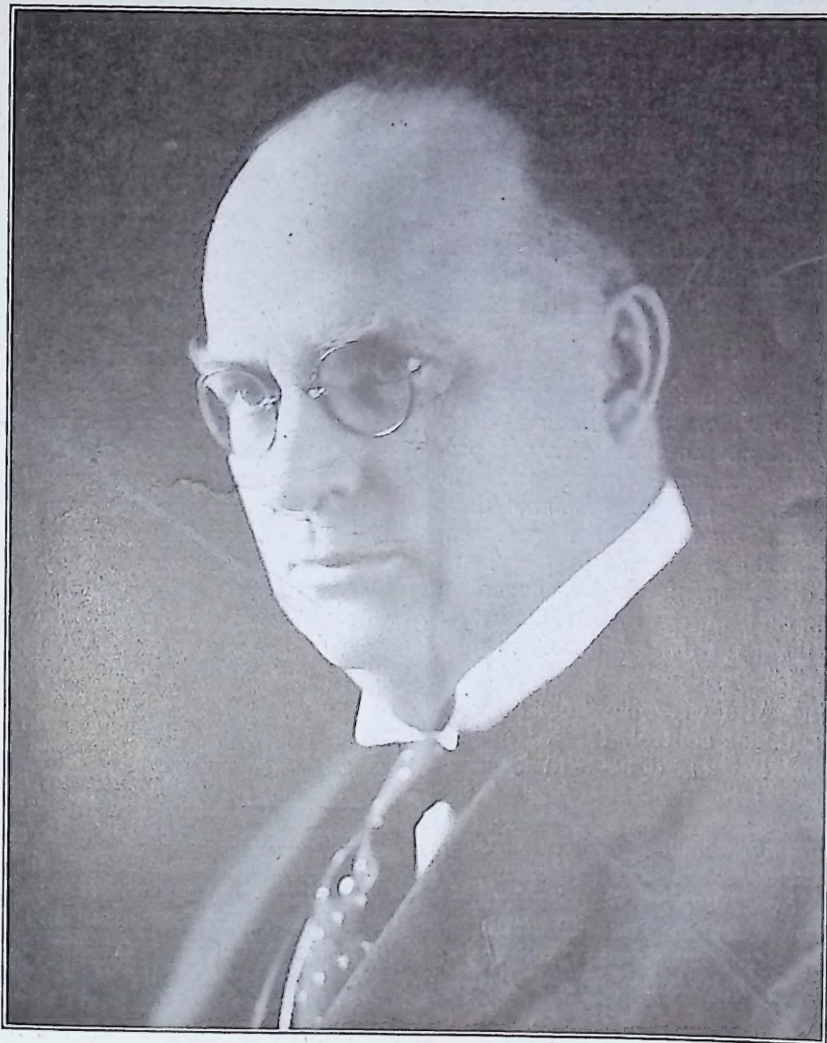
RAY LEWIS
Editor and Managing Director

Vol. 23, No. 6

TORONTO 2, CANADA

June 6th, 1931

"Canada First Bennett"



*The Right Honourable Richard Bedford Bennett
Prime Minister of Canada*

The Right Honourable R. B. Bennett, Prime Minister of Canada, officiating in the capacity of Minister of Finance, brings down his Budget, which will introduce, not only Canada, but the British Empire and Foreign Countries, to his interpretation of a "Canada First" policy.

RAY



RAY LEWIS

PRESENTS

PARAMOUNT-PUBLIX took a nose-dive to 19½, according to the stock press reports, this week. These figures remind us of a meeting of the shareholders of Famous-Players, when the question of the advisability of refusing the much-discussed Gaumont-British \$75.00 cash offer was the centre of what might be termed "stormy comment;" and one of the officers of the company said, "the stock might go to a hundred!"

Ah, those were the days of golden promises, with Canadian control of Famous Players stressed as imperative. We are wondering how those directors, who advised the exchange of shares, five of Famous Players for four of Paramount-Publix, feel to-day about the advantages of such an exchange. Whether they still believe the exchange was good for Canadian shareholders of Famous Players; and whether the whole business, viewed from a Paramount-Publix angle and Canadian, was worth while?

WE CANNOT blame the present market on Paramount-Publix, or the Canadian directors who would not co-operate in the proposed sale to Gaumont-British, and the offer by a Canadian syndicate, what we do blame them for is what was stated about Canadian control in Green-shield's prospectus, the "breach of trust" in the Trust agreement; and the lack of vision, the bad management in not seeing where the market and Show Business were heading. We also blame them for the confidence in their ability to "get away with it."

The public, that is the Minority-Shareholder-Public is suppressing, or keeping under control, for the present time, its resentment at what is being done with its hard-earned investments!

There is a day coming, not at a future date, but close to the present, when Public Investment, as represented by Minority Shareholders will have government protection; and Controlling Interests will be restrained from "selling milk to the public," after they have "milked the cow dry."

If it is illegal to obtain money under false pretences, why is it not a case of "false pretences," when shares are sold to the public, under certain promises; and these promises remain deliberately unfulfilled, not by accident, or forces over which one has not direct control, but by the deliberate direction of the Controlling Interests!

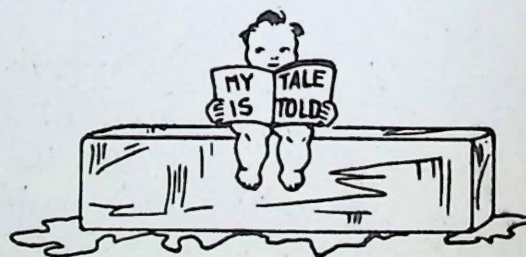
Not only is Moving Picture Stock crashing, because of a lack of public confidence, but this lack of confidence is spreading to other Industries, and Utilities, which have an investing public interest!

THE STATEMENT in the Motion Picture Daily of New York, to the effect that "Because there are not enough British Pictures to meet the specified five percent of total presentations, the British quota law will not be enforced in Ontario, Manitoba, authorities also have reached a similar decision," is not accurate, as far as Ontario at least is concerned. The Ontario Government announced that it would not specify the quota percentage of British Pictures to be shown, but would observe how many were shown; and be inspired to legislate by order-in-council, accordingly!

Meanwhile, we in Canada, are interested in the headlines which have been appearing in the Trade Press in which Mr. Arthur Dent, Managing Director of British International pictures challenges Col. John Cooper of the Hays' Organization, Canada, to name the seventy British pictures which have been released in Canada and which have "flopped." We do not pretend to know as much about the Film Business as Col. John Cooper, but even with our imperfect knowledge, we would presume to question the accuracy of the Colonel's British statement. He must be counting all the pictures of British make, which have been released in Canada, since Ye Good Olde Days of the first British Pictures, when pictures like "The Battle of the Somme," "Marne," "The Better 'Ole," etcetra, gave the Canadian Film Industry a British Film complex, because the box-office responded so splendidly to the British Film impulse.

HOWEVER, we do get a good laugh occasionally, for instance Loew's, Toronto, presented Norma Shearer, in M-G-M's "Strangers May Kiss," and the capacity business, plus the Entertainment Values of "Strangers May Kiss" made us smile, smile, smile and laugh, right out loud, as they say, despite the adage which says something about "The loud laugh speaks the vacant mind." Never mind about the mental vacancy, for a good laugh is good for the soul; and "Strangers May Kiss" was not only good for laughter, but was solely made for profits.

After seeing "Strangers May Kiss," we re-affirm our former statement that "Norma Shearer" is our favorite star, not because she was born in Canada, but because of her charm, her ability, her "Everything."



Mary Pickford and Douglas Fairbanks Visited Toronto, Played Golf, and Left for Hollywood

A Startlingly Realistic Melodramatic Triumph!

British International Pictures Ltd. Present

Graham Seaton's Great Spy Drama

THE W PLAN

Directed by Victor Saville

The Most Absorbing Spy Story Ever
Written. Produced with an All-Star
Cast of British Players.

The "W Plan" is One of "The Imperial
Eight" Series of Outstanding British-Made
Feature Pictures That is Being so Highly
Praised by Press and Public.

Distributed in Canada by Regal Films Limited

Another Digest Chicken, about Retaining Juvenile Interest, comes Home to
Roost, with 400 Fox Theatres giving Children's Matinees

The New Film on Broadway

By Betty Ross

"DONOVAN'S KID," with Jackie Cooper, Richard Dix, Marion Shilling, Frank Sheridan, Boris Karloff, and others, based on Rex Beach's story, "Big Brother," directed by Fred Niblo.

Young Jackie Cooper or Skippy Cooper as he is now called after his success in the picture "Skippy," is again holding the centre of the stage in the new film "Donovan's Kid," based on Rex Beach's story, "Big Brother."

In this film Jackie is cast as Midge Murray, the son of a gangster who is killed in the first scenes of the play in a gang duel. The father's last words beseech his comrade in Crime, Donovan, to take his young son, Midge, and made a clean upright man of him. This Donovan promises to do.

But Donovan's shabby apartment and irregular hours are not considered a model atmosphere in which to house a young child, and although they are very happy together and Midge idolizes Donovan, the Childs Welfare Committee try to step into the case.

Donovan, however, is trying his best to help his little pal, and even reforms the young urchin by making him attend Sunday School where Father Dan, a kind old man and his pretty niece become interested in the boy.

But the lad is finally torn away from Donovan by the House of Correction and there is much pathos and many tears when Midge has to leave his beloved Donovan.

The Court promises Donovan that if he goes straight and leaves his gangster life he might have custody of the child again soon. So when he is offered a job in the factory where Father Dan's niece is employed, he accepts.

Subsequently there is a robbery committed in the firm and of course Donovan is accused of the job. In proving his innocence he is badly wounded, but recovers and a happy ending is provided to please everyone except Dopey Joe, the crook.

Richard Dix does fine work in the role of Donovan, the gangster, as does Marion Shilling in the role of the niece.

* * * *

"PARTY HUSBAND," based on a novel by Geoffrey Barnes; directed by Clarence Badger; a First National picture.

That modern marriage though popular as a lecture topic is not always as successful in practice is the subject of the talkie "Party Husband."

Jay Hogarth, the husband, is soon lavished with a radio lecturer at the station where he works, while Laura, his wife, steps out all night in another man's apartment.

Although Laura has really been faithful to her husband, she gives him reason to believe otherwise.

Then Laura's mother who has still retained her old fashioned ideas on marriage manages to bring about a reconciliation.

Miss Mackaill and Mr. Rennie, the leads, are well supported by Miss Peterson and other members of the cast. This is a play that deserves much success.

* * * *

"IT'S A WISE CHILD," an adaptation of the play by Laurence E. Johnson; directed by Robert Z. Leonard; produced by Metro-Goldwyn-Mayer.

The film version of this well known stage success is now making its debut on Broadway in an amusing and well directed manner.

Marion Davies takes the part of Joyce Stanton, the young woman whose devil may care attitude causes so much trouble.

Motherhood is just around the corner most of the time, to the loudly voiced chagrin of Joyce's elderly fiancé and the very evident discomfort of at least four other males. The audience knows that Joyce is only protecting the servant girl, who was going to road houses with young Bill when she should have been attending the picture show with her steady going ice man. But Joyce's mother and her various admirers never suspect for a moment that their darling has retained the services of a physician and nurse for poor Annie rather than for herself. And after all, however, disagreeable may be the cackling of the gossip, there is no denying that conventions are conventions.

All ends well, however, and the stream of comedy finally brings to a close one of the finest bits of entertainment to be found on Broadway.

* * * *

"SUBWAY EXPRESS," based on the play of the same name; directed by Fred Newmeyer; a Columbia picture.

The subway with all its subterranean glamour and rush is now the scene of a thrilling murder mystery, the excitement of which is graphically portrayed in the new Columbia picture, "Subway Express."

A shot is suddenly fired and Edward Tracy, a broker on Wall Street, is found sitting dead in his seat with a bullet in his heart. Jack Holt as Inspector Killian starts his investigations that are very difficult to unravel.

In a very adroit manner that brings many suspects into the plot the story slowly unravels itself to the edification and surprise of all involved.

Allen Roscoe, Aileen Pringle and Jason Robards support the leads in a very creditable manner.

* * * *

"STUDENT SEIN," with Franz Baumann, Anitas Dorris, Fritz Alberti, based on a story by Josef Buchhorn, with music by Ernst Erich Buder; directed by Heinz Paul.

In a very pleasing film of student life in many of its aspects, "Student Sein" presents to us some beautiful continental scenes of traditional glory. The student loves battles and struggles are mingled together to the accompaniment of agreeable music by Ernst Erich Buder.

The principal story is built around Gert, a popular student who has emerged victoriously from a duel.

A sudden wire from home interrupts the celebration of his triumph, as his father has killed himself because of financial reverses. In spite of the fact that he is in love with a local girl, Gert is forced to leave her and his student life to face the realities of the cruel business world.

Anitas Dorris as Lisbeth is very attractive. Edith Schollwer, Else Reval and Fred Louis Lerch are very capable in their roles.

There are other little romances woven into the film that give a pleasing romantic touch here and there.

Imperial Order Daughters Empire Charge British Films Bought and Shelved to Kill Canadian Market. Colonel Cooper Attacked in Their Report.

Observations



By The Editor

HARLEY L. CLARKE, President of Fox Films and about one dozen etcetras, has decided to become a showman, after a year's direct contact with Film people and Film Business, the latter "not so good," perhaps owing to the general economic depression.

It was rumoured that Mr. Clarke had had enough; and that he recognized that this Film Business was not the kind of business with which he was accustomed to doing business; and that he would retire from active service, and permit someone else to take unto himself the glory and the work of making Fox Films, and Motion Pictures, generally, big enough for the General Motor complex, with which the powers Behind the Throne of Show Business have been motivated!

* * * *

IT WAS the Film people who spread the rumours that Mr. Clarke was exhibiting an "inferiority complex," in respect to managing, directing and co-ordinating this Film Business; and several big men were named as possible, or probable president successors.

Now we hear that Mr. Clarke has made a mental and financial survey of Film Business; and noting our Assets and Liabilities, having Sound business sense, he cannot fail but note that the majority of Film executives, who feel big and talk big, are not producing such big results; and when shown a true accountant's statement, acknowledge that with all their experience in Film Business, which is Show Business, that success is part of a gamble, and that conditions, such as they exist here, and abroad, are in their nature accidental, and beyond a showman's control.

So Mr. Clarke looks the situation calmly in its blackened eye and asks, "What is experience?" Meaning that if this is the result, what is it worth; and wherein is such experience more suited for specializing in Film Business, than the experience which Mr. Clarke has absorbed as a financier and industrialist?

* * * *

WE HAVE had so many financiers and bankers enter the various directorates of our Film Business in the last six, or seven years, that we are wondering whether that is what is wrong with Film Business, or is it that our Film Magnates were all like the Big Frog in the Little Pond, Big only in proportion to the size of the enterprise in which they were engaged, but when it evolved into a world monopoly, or General Motors Enterprise, and New Contacts came in, our magnates lost their showmanship cunning in trying to change what they knew, for what they did not know. They liked becoming respectable, as it were, in the Financial world, rubbing elbows with Financiers, and talking common stock, preferred shares, debentures, mergers, instead of writing picture profits upon white linen at the Astor!

Being natural-born gamblers they loved the gentle sport of Bulls and Bears; and while they forgot to "bull" the public, with the greatest and grandest star and picture ever made, the financiers were "bulling" them out of their control, by leaving them barely prepared for a bear attack.

HOWEVER, the greatest cash business in the world, outside of transportation and ten-cent stores, is still worth the "price of admission," which is the Financial Investment of its Underwritings, providing the Bankers can discriminate between those Film Impresarios, who do a great deal of loud talking to cover up how little they do; and our Real Showmen, and the latter, cease to be flattered into the belief that they are financiers, and get down to the brass tacks of making Show Business Entertainment, and Profit.

Aside from these observations, we feel gratified that Mr. Clarke thinks us worth while, and that he is not withdrawing his name as President of a Motion Picture Company. Incidentally, if Mr. Clarke really finds that some experience is necessary, and that he would like to get into contact with the fruits thereof, we suggest Mr. Nicholas Schenck, President of the Loew's Theatre Enterprises and Metro-Goldwyn-Mayer pictures, an organization which has always remained in Show Business, conservative in theatre buying and expanding; and making stars and pictures to hold and entertain public interest.

* * * *

OF COURSE being Canadian, we are not supposed to know as much as they do, who give their allegiance to Uncle Sam, but Mr. Clarke, look at the "ticker" on Loew Stock, in comparison with some of its competitors, get an analysis of the Metro-Goldwyn-Mayer program and how this program rates in the trade and by way of public interest, glance over the box-office names which make up the Entertainment values of this company; and then look over the Balance Sheet of the theatre end, contracts for booking; and you will feel that being in Canada may make one British, but "Damn clever these Chinese," in respect to Show Business.

* * * *

THE "W PLAN," the British International, released through Regal Films, finished an excellent week's business recently at the Uptown, Toronto. We cannot refrain from commenting upon a short subject which Mr. Tom Daley presented with this feature, during Empire Week, in which portraits of leading Britishers, who made British history were shown, including a portrait of Her late Majesty, Queen Victoria, and other members of the Royal Family! It was a great tie-up by way of introducing the picture and Empire Week.

The "W Plan" is a spy story, involving a plan for a rear attack by the Enemy, which would have wiped out the Allied forces in their advance, "somewhere in France!" The plan was the invention of a German Master Engineer; and a system of tunnelling introduced, connecting up the German lines with the point of attack. The cast is an excellent one. A comment from the New Jersey Times, New York, states, "The 'W Plan' is one of England's efforts in the Cinema and deserves much praise for its sincerity and film quality of action and direction." Another U. S. comment is, "The 'W Plan' is a first rate picture."

Warner Bros. are Reported to be in Control of Their Company to the Exclusion of Banking Interests; Paramount Deal Again Rumoured

The Bennett Budget Aims at a "Canada First Policy"

THE Rt. Hon. R. B. Bennett, officiating in the capacity of Finance Minister, in presenting his "Canada First Budget," has compiled a business statement, the first effort of this kind, in a decade, and certainly unique in the history of Canadian Government. It reveals a collection of data, comprising figures and facts, governing, not only the entire business of our Nation, but embodying an Empire, and foreign policy, which starts Canada off on one of the most aggressive national policies which it has yet attempted!

The Bennett Budget, unlike last year's budget, is no camouflage. It budges everything from a pin to an elephant; and since all interests are involved and concerned in its ramifications, the reactions are as varied as they are turbulent.

NOT since the "Reciprocity Issue," which stirred this country from coast to coast, with reverberations making themselves felt across the American continent; and throughout the British Empire, have we had such legislation in the making!

The "Canada First Policy" may not sound International, it is not, and probably was never intended to be, but how international is any nation when its own Interests are the sacrifice for such an international policy? When the colonies, which made up the U. S., rebelled against British Government; and declared their Independence, they followed a policy of "America First"; and co-ordinated their Interests in building up an United States!

TARIFF protection appears to be the necessary antidote of this age, in order to kill its most deadly of germs, "Unemployment! It is a hundred years since Great Britain introduced its Free Trade policy, with the Repeal of the Corn Laws! It was in accordance with an International Ideal, through which the nations of the world were to be inspired to do likewise; and a steady flow of the products of the world were to find markets in the world's respective countries, the people to receive the benefits thereof!

But were the nations of the world inspired to follow the example of Great Britain? A survey of the tariffs of the world, will reveal that Tariff protection has not only been introduced in those countries with which England trades, but tariffs have steadily increased; and Great Britain has found herself not only the "dumping port" for the world's product, but with an ever-increasing unemployed population, dependent upon the government for sustenance! Great Britain has been gradually losing her World Trade position, her Manufacturing Enterprises have diminished through Tariff-Closed markets, her taxes have increased; and the prophecy of her one-time Conservative Prime Minister, Disraeli, Lord Beaconsfield, has been fulfilled!

SPEAKING in the House of Commons in 1846, on the Repeal of the Corn Laws, a measure introduced by the Peelites; and one which Disraeli in particular opposed, since he claimed that Sir Robert Peel, had in its introduction betrayed the pre-election platform, or policy of his party; Disraeli speaking on the measure said:

"I know, sir, that there are many who believe that the time has gone by when one can appeal to those high and honest impulses that were once the mainstay and main element of the English character. I know, sir, that we appeal to a people debauched by public gambling, stimulated and encouraged by an inefficient and short-sighted Minister. I know that the public mind is pollut-

ed with economic fancies—a depraved desire that the rich may become richer without the interference of industry and toil. I know, sir, that all confidence in public men is lost. But, sir, I have faith in the primitive and enduring elements of the English character. It may be vain now, in the midnight of their intoxication, to tell them that there will be an awakening of bitterness; it may be idle now, in the springtide of their economic frenzy, to warn them that there will be an ebb of trouble. But the dark and inevitable hour will arrive. Then, when their spirits are softened by misfortune, they will recur to those principles that made England great and which, in our belief, will only keep England great."

THE tariff of 15 cents per pound on imported magazines, save those devoted to agricultural, scientific and cultural subjects, with a British Imperial exemption, should prove one of the greatest factors in stimulating the reading of Canadian and British publications; and, through the widening of such a market, increase, not only the circulation of such periodicals, but their publication.

If the pen is mightier than the sword, then it is necessary that a Canadian and British pen shall take the place of the Canadian and British sword in defending Canada, and the Empire, in Empire-building, in all that this building implies!

With Industries foreign-controlled, with our literature and screen foreign-controlled, how can a Canadian Government be Canadian, or British-inspired in its policy; and if this inspiration is lacking, how can Canada be other than a tributary territory of those nations which control its Thinking and its Doing, how can Canada be of any service to itself as a Nation, and to the British Empire?

BACK to the first written word, we find, "As a Man Thinketh, so is he;" and a man thinketh in accordance with his observation and experience.

Observation, through a personal contact of issues; and those which he observes through reading of them!

The whole legal jurisdiction of our Nation is interpreted through the written word, more powerful as an argument of precedent than all the argumentative abilities of a coterie of King's Councillors!

PROPAGANDA for War, for Peace, for Trade, through the written word (call such propaganda, by the name of advertising), has a direct appeal through the eye, to the brain, such as no other sense medium can exercise; and therefore, if Canada is to remain a Canadian nation, a British nation, it is necessary that she thinks, talks, and acts as a Britisher, it is necessary that she builds up an Economic policy which is sustained by Canadian and British Enterprise.

It is not our intention to cover the various items of the Budget, for such an assumption of ability would be like unto an admission, that one knows as much about the Bennett Budget as the Prime Minister, the Minister of Finance, and all the forces which furnished the material from which the budget was compiled; and which provided the Foundation of Facts and Figures upon which the Bennett Budget was constructed!

OUR opinion, which is the opinion of the average citizen, is not based upon facts and figures, within our own range of experience, including a knowledge of Finance, of Trade and Commerce Requisites, through the fact that we play a direct part in the Financial and Industrial life of our nation, and our Empire, these opin-

(Continued on page 11)

Fox 1930 Report shows \$3.70 per share for Shareholders; Sends Stock Up

Protective Tariffs to Stimulate Canadian Industries and Protect Domestic Markets

ions must be formed through, first a faith in the Prime Minister and his "Canada First Policy," in the ability of the Finance Minister as a Business Man and Trader; and the ability of our government to govern this Dominion, not only in accordance with its present needs, but with every reasonable precaution taken for such development as will mould Canada's Future.

THE PRESS will form the public opinion of this Budget also. Those who have a faith in the government will stress its advantages, those who oppose the government, will attempt to make negative its positive attributes; and to find only the detrimental aspects of its operation!

The public cannot be protected from such influence, its only protection lies in the elimination of party, or political prejudices, a realization of conditions, the latter not the result of the present government, but an inheritance of what was before July of 1930; and a determination to test out the ability of the Bennett Budget, to lift Canada out of its Economic Depression, to a plane of Industrial Activity, through a protective tariff of home-grown and home-made goods. If the products of the world are dumped into Canada, and the buying of these products, restricted through Unemployment, of what service would such products be to the people of Canada, who have not the wages with which to purchase?

CHEAP living is no panacea for the working man. He, who learns to live cheaply, lowers his standard of living; and his respect for his ability to earn an income, which will enable him to live as men should live in a world, which apparently has been evolved with a Storehouse of Plenty!

High wages for service is the need and the rights of those who work for wages, but high wages can only be obtained through a profit on that which is directly produced by Labour; profits can only be obtained through Markets; and Markets, the domestic market at least, through Tariff protection!

The national deficit is \$75,000,000. One does not need to be a financial wizard to digest these figures. There is a cry for, not only Unemployment Relief, but Unemployment Insurance, Old Age pensions, Mothers' pensions, Soldiers' pensions, etc., etc., until the government assumes the attributes of being a combination of a philanthropic, charitable and social service, as well as a welfare organization!

IN ADDITION, there is a public demand for all manner of Improvements, governing Institutions, Highways, Waterways, etc., etc. All of these cost, not millions, but billions of dollars. Where is the money coming from, if not from taxation; and despite the proverbial cry of "the poor man always bears the burden," the true analysis of this "financial tax burden" reveals that from those who have, taxes shall be taken, for the day is past when the poor can be incarcerated for a failure to pay taxes on the "rags" which cover their emaciated bodies!

THE BENNETT BUDGET is designed to secure \$8,000,000 added revenue from the increase of a 2 percent tax on corporation income tax, obviously this is where the "rich man" pays.

The 2 percent income tax, for non-residents is obviously not a tax upon the people of Canada, but upon those, who benefit by what this nation produces, without contributing to the taxes, which build up this nation's possibilities of revenue-production!

We have already covered the fifteen cents per pound tax on foreign magazines, and presented our views in respect to this so-called literature, which makes up the preponderance of the casual reading material of Canadians; but there is a very important angle which must not escape the attention of the public, and this is covered in the advertising pages of these foreign magazines, wherein is presented an array of foreign products, finding a continuous market in Canada, to the detriment of Canadian and British products; through the absorption of the domestic market's revenue, which imperils the economic welfare of the wage-earners, who are the Consumers of Canada!

THE NEW regulation governing postal service, with its increase of 1c, is to say the least, sound business, for if the business of operating a postal service in the Dominion shows a continual deficit, certainly this deficit should be eliminated by producing a revenue to meet the expenses thereof. No business man, who had any excuse for being called a business man, would continue to sell product for less than it cost!

The Coal Industry, which has occasioned so much discussion, is also included in the benefits designed by an increase in the tariff upon foreign coal imports, and a provision for higher rates of assistance through the government, to the railways, which carry coal from British Columbia, Nova Scotia, New Brunswick, Alberta and Saskatchewan, the coal mines of Canada!

THE WHEAT question, among the leading of Canadian topics, looms largely in the discussion of the presentation of the Bennett Budget. The Minister of Finance has provided for an absorption of five cents per bushel, carrying charges, on all wheat exported from Canada; and as covered by the new crop year!

The changes introduced in taxation and in the tariff, are not revolutionary in that they depart from traditionally-known taxations, and tariff protection! The Minister of Finance stressed this angle of the Bennett Budget, in his presentation of the items therein, adding that in times of economic unrest and depression, taxation should not be radical, or revolutionary in its introduction, nor should it be made other, than with a view to meet the exigencies of the prevailing necessity; being disposed to place a tax where it could best be borne; and made as easy to bear as was economically possible.

The increase from the Budget revenues is expected to balance the Budget by the end of the fiscal year, which would be March 31st of 1932, since the Budget as presented in its financial summary covers the fiscal year ending March 31st of 1931.

Prior to the regime of the present government, the Treaty with New Zealand, and its detrimental reaction upon the dairy produce of the Dominion, noticeably butter, became a political plank, which could not be eliminated from the present Budget platform. If the government is desirous of helping the farmer, ways and means must be found to stimulate all the revenue-producing assets of Canadian "farming," and not least among these is Dairy produce! The tariff on imported butter reveals the consistency of policy as advocated by the government.

—EDITOR.

Hollywood Film Daily to be published by Martin Quigley of Quigley Publications

Toronto Theatres

LOEW'S—Manager Jules Bernstein—Second successful week for the Metro-Goldwyn-Mayer production, "Strangers May Kiss," starring Norma Shearer, Robert Montgomery and Neil Hamilton, directed by George Fitzmaurice.

UPTOWN—Manager Tom Daley — "Behind Office Doors," an R. K. O. release featuring Mary Astor, Robert Ames and Ricardo Cortez. Mary Astor is the capable secretary of the president of a large concern. The president is ordered to retire on account of his ill health, and Mary is successful in convincing her employer that a young salesman, Robert Ames, whom she is in love with, is just the right man for the position. With the help of Miss Astor's business ability, Ames makes a great success of his position, but unfortunately in acquiring success, he also acquires what is commonly known as a "swelled head." Forgetting about Mary he becomes engaged to the daughter of the former president. Miss Astor resigns, and from then on business seems to depreciate; and Ames has a quarrel with his fiancée. The unfortunate secretary, hearing of these facts, returns to her job, and very shortly marries Ames. Directed by Melville Brown.

TIVOLI—Manager Jimmy Lynch—Constance Bennett in "Born to Love." Doris Kendall, Constance Bennett, is a war nurse, who is in love with Barry Craig, an aviator, played by Joel McCrea. She will not marry him, as she knows that the wife of an officer is not allowed to remain at the front. Hearing of his death, and knowing that she is soon to become a mother, she marries Sir Wilfred Drake, Paul Cavanagh, but tells him of her former relations with Barry. The child is born, and Craig returns, but Doris is faithful to her husband. Drake, not believing in her loyalty, divorces her and gains the custody of the child. He gives Doris permission to see the baby, and when Craig wants her to return to him she will not do so, as she fears that Drake will withdraw his permission. Going into the child's room and finding it dead, she returns to Barry. An R. K. O. Pathe picture directed by Paul L. Stein.

IMPERIAL—Manager H. V. Knevels—Bebe Daniels in a Warner Production, "My Past." Miss Daniels is an actress, the mistress of Lewis Stone, who falls in love with the junior partner of Stone's firm, Ben Lyon. Lyon is married, but later being divorced, asks Bebe to marry him. However, when she tells him of her affair with Stone, he leaves her, as he cannot forgive and forget. Bebe has a nervous breakdown, and Stone, who has always been in love with her, sacrificing his own love, takes her on a yachting trip, and arranges for her to meet Ben Lyon; after which a reconciliation takes place. Directed by Roy Del Ruth.

SHEA'S—Manager Jerry Shea—"Dude Ranch," with Jack Oakie. The picture revolves around a troupe of stranded actors, who do a great deal of acting, at a hotel, so as to induce the bored guests to remain. It is a Paramount picture directed by Frank Tuttle.

FOR SALE

Folding Theatre Chairs

Splendid Stock

FRANKEL BROS. LTD.

EASTERN AVE.

TORONTO, ONT.

POSITION WANTED

Manager of 25 years experience, with full technical knowledge of projection, all standard machines and sound equipment, would like to offer his services as Manager and Projectionist in small theatre, or will invest services in order to secure half share in small theatre. Good connection with all exchanges doing business in Canada. Best of references.

Apply BOX 15 — DIGEST

POSITION WANTED

Grade "B" Projectionist with two years experience on Northern Electric, desires position, available immediately.

Apply BOX 11 — DIGEST

ANNOUNCING FOUR NEW SOUND SCREENS TO MEET EVERY OPERATING CONDITION. FOR USE WITH HI-LO AND HIGH INTENSITY ARC LAMPS.

The Chromolite. A white diffusive screen with reflection value of 94% and with perfect sound transmission through it. Suitable for wide theatres and steep projection angles, and perfect for colored pictures. Corrects the bluish light of Hi-Lo and High Intensity Lamps to a natural white. Per square foot, without frame, \$1.00, with frame, \$1.15.

The Superlite. The standard type of white perforated sound screen. Also corrects color values, and has good sound transmission. Per square foot, without frame, 85c; with frame, \$1.00.

FOR USE WITH LOW INTENSITY ARC LAMPS AND MAZDA.

The Super Vocalite. Crystal beaded, highly reflective type with little or no fadeaway in wide theatres and with perfect sound transmission. The most brilliant screen produced to-day, reducing carbon and current costs and giving true color reproduction on colored films. Per square foot, without frame, \$1.10; with frame, \$1.25.

The Silverlite. Metallic surface on the same cloth as the Vocalite. Specially suited for use in narrow theatres. Good sound transmission. Per square foot, without frame, \$1.00; with frame, \$1.15.

You never heard of one size of shoes to fit boy, youth or man. Neither will one stock screen possibly fit the various Theatre conditions. Buy a Screen giving perfect Sound Results to fit **your conditions**.

TELEVISION—A new book by an authority on the subject, Thos. W. Benson. Outlining in 140 pages with many illustrations the progress of Television to the present time, how it is done, and how it will apply to the Theatre. Television is coming presently, be ready for it. Postpaid, \$1.50 per copy.

And of course **SIMPLEX** and **MOTIOGRAPH PROJECTORS** and all other proven lines of Theatre Equipment and Supplies.

"Courtesp With Service"

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

E. W. Hammons to Continue Allied Franchise on Tiffany



Show Business



(Special to Digest from Winnipeg)

Temporarily relinquishing his post as director of publicity and advertising for the Famous Players Canadian Corporation at the head office in Toronto, D. E. Geyer comes to Winnipeg to conduct the change of policy at the RKO Capitol Theatre for the summer months, and has already taken up his new duties. Following the usual custom, vaudeville is discontinued during the summer months after May 23.

Adopting the slogan, "The whole show on the living screen," Mr. Geyer has the assurance of Famous Players that nothing but the best of feature talking pictures will be exhibited. He returns to this city after an absence of two years, his previous visit being at the time vaudeville was inaugurated at the renovated Capitol.

The new manager's experience in this show world dates back to the days when the Walker Theatre of Winnipeg entertained road attractions throughout the season, he having appeared here in shows like "Seven Keys to Baldpate," "Three Twins," "In Panama," and other plays that are now but a memory.

Mr. Geyer champions the showing of British made pictures.

Discussing with The Digest correspondent in Winnipeg the type of picture that producers will make next season, Mr. Geyer is of the opinion that gangster stories will be eliminated, that the success of such productions as "Skippy" will see more of similar stories, and that there will be a resumption of musical comedies. The popularity of Lawrence Tibbett, John Boles and Jeanette McDonald in singing roles justifies that belief, he asserts.

The Ontario Board of Motion Picture Censors, like their fellows in Manitoba, says the Tribune newspaper of Winnipeg in an editorial, find themselves up against a difficult situation. It seems that the Ontario censors' chief worry is "a plethora of screen plays which depict the lives, customs and habits of armed crooks" — pictures which are technically known as "gangster films."

The particular complaint of the Ontario censors is that "scenes in detail of commission of crime — not only offer constructive suggestions to break the law, but tend to create the impression that such conditions are normal and justice can be flouted." With this dictum most persons will agree.

The Board of Censors realize its helplessness in this matter. Such films are flooding the defenceless Canadian market. Nothing, apparently, can be done about it except to censor offending scenes. The only real remedy is the provision of other pictures.

While hundreds danced at the annual sports day celebration at Rosetown, Sask., and others jammed the moving picture theatre to the doors, three hold-up men perpetrated two of the most daring armed robberies ever recorded in Rosetown vicinity.

The thugs ransacked the tills of the theatre while scores of people looked on and were forced to back up before the pistols of the bandits. Backing out, the robbers entered a waiting automobile and escaped.

Proprietors of the theatre were unable to estimate their losses, but business had been heavy all day, and the raid probably netted the thugs a considerable sum.

Police found in a farmyard three miles north of Rosetown, Sask., the safe of the Rosetown Theatre which was stolen May 25, by three armed hold-up men. The robbers had taken all the money but left papers, valueless to the thugs. No other clues have been located.

Victoria and Vancouver publicity bureaus will renew their appeal to Premier R. B. Bennett for relaxation of the recent customs regulations calling for the whole amount of the duty to be paid every time camera and sound apparatus enters Canada to picture events for weekly news films.

The local publicity bureau is in receipt of a letter from Premier Bennett stating his advice is there is a news reel in Canada that takes pictures and the Order-in-Council of February 27 was passed with a view of enabling Canada sound films to be produced under conditions of equal opportunity and fair competition.

"It is not a case of fair competition. It is a case of embargo," said David Leeming, president of the bureau in Victoria, B.C. "The news reel advertising is valuable for British Columbia and it must rely upon United States news reels for it. Canada with its small population compared with that of the United States, is not a field where companies can afford to maintain equipment as in the United States."

(Special to Digest from Ottawa)

Four buildings in the business centre of Success, Sask., were destroyed, May 12, when fire of undetermined origin swept through a butcher shop, a general store, a theatre and music hall combined, and a liquor store, causing loss which will run to \$20,000.

About \$6,000 was lost in the theatre buildings, a one-story structure with a seating capacity of 300. It contained only rough seats and no apparatus for moving pictures. It was owned by R. Benaer.

Theatre building operations continue to make progress in Ottawa and the prospect is that three attractive theatres will make their appearance in the Capital before the end of the year. Gordon Fillman, Thos. Moorehead and Gordon Lightstone recently conferred with A. H. Coplan, owner of the Princess, Ottawa, regarding the erection of the Rideau Theatre on Rideau Street, property for which has been acquired. Don Stapleton of the Centre and Donat Paquin of the Francais Theatre are also proceeding with their big theatre project on Rideau Street, having acquired a site costing well over \$100,000. Fred Robertson, who has operated the Fern Theatre for several years, has had plans prepared for a fine suburban house in Ottawa South, the structure to include a row of stores.

Plans for the \$250,000 theatre to be erected on Rideau Street, Ottawa, by the Triangle Theatre Corp., have been drawn by E. J. Creighton, architect, of Montreal. Additional land for the theatre has been purchased at a cost of \$100,000. Don Stapleton of the Centre and Donat Paquin of the Laurier in Hull and the Francais, Ottawa, are the prime movers in the project.

Round About the Studios

Universal has engaged John P. Medbury, prominent newspaper humorist and radio star for a forthcoming series of two-reel featurettes called "Dangerous Jobs."

Frank Lloyd has been signed to a long-term contract by Howard Hughes, the veteran director coming to Caddo Productions from First National, where he has just completed a long and successful contract.

"In the Secret Service," a romantic story of adventure and diplomatic intrigue starring Jack Holt, for Columbia, in a role entirely different from anything he has ever done, adding another of his devil-may-care characterizations to his recent successes.

William Collier, Jr., is playing one of the featured supporting roles in "The Iron Chalice," Bill Boyd's new RKO Pathe starring picture being directed by Fred Niblo. He has been cast for a younger brother characterization.

One of America's best-known fictional characters will take a new lease on life, via the speaking screen, when William Haines begins work on "The New Adventures of Get-Rich-Quick Wallingford." This adaptation of George Randolph Chester's novel will be directed by Sam Wood, who is now completing a Robert Montgomery picture, "The Man in Possession." Haines' newest film is "Just a Gigolo," an adaptation of the stage play, "Dancing Partner."

A wire from the Warner Bros. West Coast studios announces that Walter Huston will play the leading role of the district attorney in "The Star Witness," the story by Lucien Hubbard which is now being prepared for screen production. Mr. Huston's assignment to the role marks a change of plan, the original idea having been to cast Jack Holt in this part. "The Star Witness" will go into production as soon as "Blue Moon Murder," in which Mr. Huston is now appearing for First National, is finished. Others in "The Star Witness" will be Frances Starr, "Chic" Sale, Sally Blane, Tom Dugan and Grant Mitchell.



Ramon Novarro, popular Metro-Goldwyn-Mayer star, who next appears in "Son of India."

Lew Cody, that arch villain of the films, provides the leering, sneering menace in "Stout Hearts and Willing Hands," a two reel burlesque melodrama made for RKO Pathe release by the Hollywood Masquers Club with an all-star cast embracing more than 100 prominent screen luminaries.

Cody caricatures the familiar mortgaged-foreclosing, damsel-pursuit type of bad man, with Frank Fay playing the hero role and Laura La Plante cast as the heroine. Other principals are Mary Carr, Alec Francis, Tom, Matt and Owen Moore and the original Keystone cops. All extras and bit players are prominent stars or featured actors who are members of the Masquers, an organization of leading film actors. Bryan Foy directed.

Lola Lane will have the feminine lead in "Ground Hogs," the Howard Hughes air comedy, the young woman having been borrowed from James Cruze to end a long search for a suitable leading lady. Thus the principal roles have been filled.

"13 Screen Snapshots," Columbia's fan magazine of the screen which reveals in entertaining fashion intimate scenes and talks of the stars at work and at play and which includes in its tremendous casts the stars and prominent personalities of every company in the business. The only screen magazine of its kind.

Spencer Tracy will have plenty of latitude for his comedy in his next picture. He has been assigned to appear with Joan Bennett in "She Wanted a Millionaire," which goes into production shortly at the Fox Studios under the direction of John Blystone. Una Merkel also will lead her charming Southern accent and natural comedy to this picture, which is based on an original story about a beauty contest winner by William Anthony McGuire.

Gene Morgan, popular stage comedian, will wind up a current vaudeville tour at Universal City early on July 6, to begin work on an especially written series of two-reel comedies that will star him, according to Stanley Bergerman, associate producer of that company's short subjects.

George Melford has handled the difficult production job of "East of Borneo," the combination Malay Peninsula and Universal studio jungle melodrama, so capably, that Carl Laemmle, Jr., has assigned to him the direction of "Homicide Squad." This production is a story by Henry LaCossitt, who wrote "Night Ride" for Universal. Jack Neville has made the screen adaptation.

Completing an extensive search, John Garrick has been signed for a featured part opposite Helen Twelvetrees in "The Mad Marriage," the RKO Pathe adaptation of a Jack Lait novel.

Garrick joins a big cast which also includes Ricardo Cortez, Kenneth Thomson, Wade Boteler, Frank McHugh, Frank Conroy, Arthur Stone, James Eagles and Al Herman.

After three years, of globe-trotting, Director W. S. Van Dyke has at last received a home office assignment. He will direct Bayard Veiller's original story, "Guilty Hands" for Metro-Goldwyn-Mayer, and is now at work assembling a cast.



June MacCloy, R.K.O. Pathe star, who is featured in a series of "Gold Digger" comedies.

Camera and voice tests are being made at the Brooklyn Vitaphone studio, under the direction of Sam Sax, studio production chief, for the leading roles in Vitaphone's next season's production of twelve two-reel mystery dramas, written by S. S. Van Dine, author of the Philo Vance detective novels and of "The Blue Moon Murder," a forthcoming First National mystery feature picture with Walter Huston and Loretta Young.

"Our Social Whirl," Marilyn Miller's first starring vehicle under her new contract with First National Pictures, will start production early next month. According to the present schedule, cameras and microphones should get into action on the picture by June 8th. "Our Social Whirl" is based on a story by Sari L. Barnes. The cast is now being assembled and the complete lineup will be announced in a few days.

Florence Lake, blonde sister of Arthur Lake, plays opposite Edgar Kennedy in "Lemon Meringue," the first of a series of "Average Man" comedies at RKO Pathe starring the popular comedian.

Marie Dressler will be starred in a story written especially for her by Frances Marion when she starts work in the near future on "Emma." Miss Marion is the author of "Min and Bill," in which Miss Dressler was seen with Wallace Beery, and also wrote the scripts of "The Secret Six" and "The Big House." "Emma" is said to afford more opportunity for unusual characterization than any of Miss Dressler's earlier roles, and will be directed by Charles F. Riesner, who directed the Metro-Goldwyn-Mayer actress in "Reducing," "Caught Short," and the newly-completed "Politics."

Leslie Howard, star of "Berkeley Square" on the stage and of the film, "Outward Bound," has been engaged by Fox Films for the leading role in "The Brat." He will head an impressive cast, which has been augmented by Frank Albertson, June Collyer, Virginia Cherrill and Mary Forbes.

Stars Tell the Story of RKO Pathe's Product for Season 1931-32

THE PUBLIC wants stars--stars of to-day and to-morrow--stars who appeal to the whole family. RKO Pathe offers this type of stars, and they will have hand picked box office stories; stories they themselves are enthused about.

RKO Pathe's 1931-32 features will be pre-sold to the whole family via aggressive advertising campaigns covering newspapers, fan magazines and radio.

We invite wide-awake exhibitors to participate in the box office success these 21 features guarantee.

Regal Films Limited

Canadian Distributors

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

*Compare this Line-Up with
that Offered by any Other
Producer*

Constance Bennett

In four productions, the first of which is
"THE COMMON LAW."

Ann Harding

In four productions, the first of which is
"DEVOTION" (temporary title).

Helen Twelvetrees

In four productions, the first of which is
"A WOMAN OF EXPERIENCE."

Ina Claire

In "REBOUND," from the Arthur Hopkins' great stage success.

Bill Boyd

In four productions, the first of which is
"THE IRON CHALICE."

Eddie Quillan

In four productions, the first of which is
"SWEEPSTAKES."

There's a Golden View to '31-'32 for the
RKO Pathe Exhibitor.

The wonderful new Canadian Pacific Ocean Liner, "The Empress of Britain," on her maiden voyage showed three of British International Pictures Ltd.'s "Imperial Eight" Features--"The Middle Watch," "Young Woodley" and "The Yellow Mask." The features were so well received by the passengers that on the vessel's arrival in Canada arrangements were made to show the same three features on the ship's second trip.

The "Empress of Britain" represents the last word in ocean travel, and the Canadian Pacific was as careful in choosing the motion pictures to be shown as it was in every other detail of the wonderful liner, in order to make sure that nothing but the best was provided for the passengers.